

Strategies for Long-term Business Retention & Building Back Better

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Business Retention & Expansion

- A program to build capacity for pre-disaster preparedness and post-disaster recovery can be an effective and flexible way to build community capacity, post disaster.



Business Retention & Expansion

Pre-Disaster:

- Build relationships, promote communication
- Promote business continuity planning
- Promote hazard mitigation investments
- Encourage business self-assessments for insurance liabilities



Business Retention & Expansion

Pre-Disaster (cont.)

- Establish plans for contacting and mobilizing business leaders
- Establish plans and procedures for business recovery centers
- Organize and integrate business assistance resources



SBA resource guide for
Louisiana

https://www.sba.gov/sites/default/files/files/resourceguide_3119.pdf



Business Retention & Expansion

Pre-Disaster (cont.)

- Capture business data
- Establish plans with local utilities and emergency mgmt. authorities to prioritize utilities and access
- Ensure the availability of the economic development organization and its business retention resources after an incident



<http://www.lsbdc.org/>



Business Retention & Expansion

Post-Disaster

- Deploy business recovery centers
- Integrate multiple resource providers with traditional and alternative sources of capital
- Use data to prioritize business outreach efforts



Louisiana Business Emergency Operations Center



Established 6 years ago to support businesses after a crisis, there are 2,200 registered businesses, nonprofits and other partners registered with LA BEOC at the University of Louisiana in Lafayette. Services are free and will be deployed when there's an emergency.

See <http://www.labeoc.org/>



- Welcome
- Dashboard
- Register
- View News Alerts

LA BEOC is NOT activated! The Louisiana Business Emergency Operations Center (LABEOC) is not activated at this time, but is providing situational awareness information to business during the remainder of the 2015 hurricane season (from June 1st through November 30th). News alerts will be posted regularly, as appropriate.

MISSION: The Louisiana Business Emergency Operations Center (LA BEOC) is dedicated to improving the ability of Louisiana businesses and non-profits to prepare for, respond to, and recover



Business Retention & Expansion

Post-Disaster (cont.)

- Facilitate problem-solving for business recovery challenges (case management)
- Conduct post-incident impact assessment (through surveys, listening sessions, etc.)



Building Back Better

Case Studies



Case Study: Building Back Better with Packaged Funding

- **Bayou La Batre, Alabama**
 - Pop. 2,639
- Seafood capital of Alabama (also setting for Forest Gump) had 23 seafood processors
- Relied on a waste processing facility destroyed during Katrina
- Local Seafood Co-op leaders rebuilt an eco-friendly waste processing facility funded by:
 - \$3.2 million U.S. Dept of Commerce grant
 - \$250K from State of Alabama
 - \$30K from Mobile County
 - \$750K from Farmers Market Authority



Case Study: Building Back More Resilient

- **Hackleburg, Alabama**
- Pop. 1,494
- EF5 tornado destroyed 30 of the town's 32 businesses in 2011
- Wrangler, the largest employer lost its building. Clothing from the site was strewn over several counties!
- The firm remained committed to the town and build back with more than 225 jobs. The State gave financial assistance.



Case Study: Building Back More Resilient

- **Hackleburg Mayor Waymon Cochran** envisioned long-term efforts to build back a more diversified economy. He engaged FEMA's Long-Term Community Recovery team to help develop local working groups.
- Projects that emerged from the plan included:
 - Established a Community Development Corporation 501(c)3
 - Conducted an economic development and market analysis
 - Main Street Corridor Study
 - Revitalizing the downtown with a history center, a park, farmer's market, trail system and amphitheatre
 - New High School
 - Downtown mixed-use development and housing





Greensburg, Kansas

Pop. 1,400

More proof that even the smallest
communities can achieve big





Case Study: Greensburg, KS – Building Back a Resilient Community

Rural town 95% destroyed by an EF-5 tornado in 2007

- 110 businesses buildings lost, additional 24 damaged
- 13 lives lost





Case Study: Greensburg, KS – Building Back a Resilient Community

Faced rebuilding challenges:

- Businesses underinsured
- Higher building costs for resilient buildings
- Pressure to rebuild quickly
- Need for education services
- Mental health of community suffered





Case Study: Greensburg, Kansas

"You have to do the best you can with the resources you have."

-Mayor Bob Dixon



- City leaders worked with state and federal officials to develop a supplemental funding request for federal assistance the weekend following the disaster
- Convened local businesses to obtain commitments to stay
- Convened the community to make sustainability commitment and build back resilient





Building Back a Resilient Community

Commitment to building back 'Green'

- Reducing financial expenses long-term for the city
- Create unique identity for the city to diverse ag-based economy to include more tourism
- Diversification by building a 'green' industrial park
- Reduce city and residents impact by energy market price fluctuations





Building Back a Resilient Community

Increased capacity for business recovery

- Initial business recovery center formed with federal funding
- 1.5 yrs later, local businesses took over services and formed Business Redevelopment Committee
- Leveraged private funding to develop a 2nd business incubator – Today, at capacity of 13 businesses – not bad for a community of 1,400.





Building Back a Resilient Community

In 2015, Greensburg became the world's leading community in LEED-certified buildings per capita



“One Parish, One Future: Building Back Better & Stronger”

Home / St. John Parish News Releases / August 27, 2015

St. John The Baptist Parish News Release

“Building Back Better and Stronger”



AUGUST 29TH
KATRINA
10 YEAR ANNIVERSARY
ISAAC
3 YEAR ANNIVERSARY
CELEBRATING RESILIENCY
IN ST. JOHN
AND THE GREATER
NEW ORLEANS AREA

Thank you to everyone who has helped and to those who remain engaged in furthering our quest to “Build Back Better and Stronger”.

Visit katrina10.org for a look back at this tragic occasion.



OTHER NEWS RELEASES

Annual Veterans Day Parade and Celebration

Greenwood Park Closed During the Parks Improvements Project

Early Vote for Run-Off Election

Wastewater Treatment Pond & Wetland Assimilation Projects

Denka Performance Elastomer Announces Corporate Headquarters Project in Louisiana

Corner Store Opens in LaPlace

Trick-or-Treating Moved to Friday, October 30

St. John Facilitates Mosquito Flyover

State Officials to Lift Burn Ban

Weather Update #5

[VIEW MORE RELEASES](#)

- <https://www.fema.gov/media-library/assets/videos/83137>

